9/26
Nick -
Do you know
Anything ABOUT
this chain?
MARK

Mark | JAY ? ?

R J Reynolds
Tobacco Company

September 12, 1995

TO. Pat Cundari

SUBJECT: **Texaco Star Mart**

- On Friday, 9/8/95, KAM Kevin Davern and I called on T. Ralph Cowan. He is the Manager of Merchandising for Star Mart Texaco.
- Star consists of corporate stores in the state of Texas and Star Mart, East of the Mississippi River.
- It is a subsidiary of Texaco and a joint venture between Texaco and Ramco, a Saudi-Group of investors.
- Texaco Star consists of the Atlanta corporate operation and four operating regions located in Atlanta, Orlando, Dallas, and New Jersey, consisting of 488 corporately operated stores.
- While it appears that each district is given the opportunity to make its own "merchandising" decisions, I believe Cowan's can if he chooses to impact those decisions.
- The Atlanta district of Star was the last operating unit to go to Philip Morris exclusive with 3 footprints, 2 full price, and 1 savings for $271.00 per month with flex funds added. As for the remaining districts, Orlando, Dallas, and New Jersey, I do not currently have that information.
- Star's cigarette business represents 30% of inside sales and 25% of profit.
- Philip Morris has a National Account Rep from New York calling on T. Cowan's and "T" commented that as a result of their interest, a good relationship has developed between the two companies.
- Eli Witt is their exclusive supplier. Their contract runs out in December '96.
- Star's/Cowan's retail objectives include uniformity of store set-up, inventory control, effective management of counter space, and profitability.

Texaco - TRMI

- The state of Oklahoma and all Star Marts West of the Mississippi River fall under Texaco TRMI (Texaco Refining and Marketing, Inc.).
- Texaco TRMI is headquartered in Universal City, California and, at present, is headed by a gentleman named George Ridicci.

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- This TRMI group at present is very decentralized, but Cowan's believes they are beginning a process to centralize similar to the East.
- I have an appointment with KAM Lawson in Phoenix to meet with a district person who used to be a Vice President.
- I also have a tentative appointment with KAM Steve Bremer to meet with TRMI Management in Tulsa the week of 10/9.

As soon as I learn more, I will advise. Also, as information, Jim Best and I have discussed the Atlanta appointment with Cowan's.

Sincerely,

Bob

R. L. Fiori

RLF-022

CC: J. Best
✓D. Wilmesher
R. Sanders

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